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Farmers and Mechanics

A FEW VERY PLAIN WORDS

Which we have to address
TO THE PUBLIC
 Before we publish our next Price List.
 IF
 It is some people thinking,
THEN
 Our object is attained.
 IF
 It is not so a hero,
THEN
 It must bear the stamp of Truth upon its face.

WE BELIEVE IT WILL DO BOTH.

The main reason for the efficacy of advertisements lies in their truth. When a firm places itself before the public in long-winded sentences, and those sentences lack the main essential, "truth," then that firm may as well save the trouble as well as expense, for the people will surely discover their fatal loss.

The FARMERS AND MECHANICS has expended more money among the journals of this State than many storekeepers possess as a working capital. It still continues to add thousands of dollars to its expense account on advertising. Do any one believe that such a thing could be possible unless it proved remunerative?—and what is more, that it would prove remunerative?—unless those advertisements were simple truths based on a fact?

When we tell the people that our goods are directly imported from the EASTERN MANUFACTURERS, we do not mean that they were imported through the San Francisco merchants.

When we advertise "ONE PRICE TO ALL" we do so without any mental reservation, for we do not then have in our minds any reserved customer whom we may in or above others.

When we announce a line of STAPLE CLOTHES at a certain price, then we are careful to always have them in stock.

In this manner we could go on interminably; and now the difference between a real, genuine and sincere advertisement and a real, genuine catch many ad.

Our last week's price list on Clothing brought us an avalanche of country orders, and it would afford us great pleasure to prove by our sales books a very "doubtful Thomas" that within the last eight days we sold over 360 Gent's Suits of 6 others. We return the favor so that in the purchase of clothing the people saved at least 25-1-5 per cent. of the prevailing Portland prices.

WE BELIEVE THIS WILL SET THE PEOPLE THINKING.

LOOK OUT FOR OUR PRICE LIST IN ANY GOODS.

PRAGER BROS.

P. GOLDSMITH, 60 & 62 Front St., New York. J. LOWENBERG, Portland, Oregon.

Goldsmith & Lowenbergs,
 44 and 56 Front St., Cosmopolitan Block, Portland, Or.

MANUFACTURERS OF STOVES AND RANGES,
 IMPORTERS OF
STOVES,

Franklin, Gas, Steam, Oil, and Electric.
 Fitted and repaired.
 Only sale and repair
 at 44 and 56 Front.
 Stoves, Ranges, and
 Gas, Oil, and Electric
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 Gas, Oil, and Electric
 Stoves, Ranges, and
 Gas, Oil, and Electric

White Metal, Nickel and Silver-plated, Patent Iron Plate.
NICKEL-PLATING DONE TO ORDER.

SPORTSMEN'S EMPORIUM

WILLIAM BECK & SON,
 Wholesale and Retail Dealer in
 Sharp's, Remington's, Ballard's, Martin
 and Winchester's

REPEATING RIFLES.
 Co.'s, Remington's, Parker's, Moore's,
 Baker's Double and Three-Barrel

BREECH-LOADING SHOT-GUNS
 HAZARD'S SUMMITT GUNPOWDER, the best in
 the world sold by us. 42 and 54 cents.
 The smokeless Ammunition.

FISHING TACKLE of every description and quality
 Open, Plug, and Plug Guns, Gun Cases,
 Trunks, Baitboxes, Rods, Yokes, etc.
 English Guitars, Bass Guitars, etc.
 45 and 142 Second St.

SA. BRANKS' STANDARD SCALES.

SA. BRANKS' STANDARD SCALES.

Scales, all sizes and capacities.
 Write for Price List.
 L. M. VERMILION, Agent.
 26 North Front St., Portland.

ARTIFICIAL ICE CO.

OFFICE, 48 FRONT ST.
 Location of Works, corner Seventeenth and
 4th Streets.

DEPARTMENTS:
 W. J. VAN SCHUENBURG, President
 H. C. VAN SCHUENBURG, Vice President
 G. A. VAN SCHUENBURG, Secretary and Treasurer
 J. T. VAN SCHUENBURG, Cashier
 J. M. VAN SCHUENBURG, Superintendent

JOHN A. CHILDS & CO.,
DRUGGISTS,
 DEALERS IN
 Fine Chemicals, Perfumery,
 TOILET ARTICLES, SPONGES,
 Soaps, and druggists' Sundries.
 141 Second Street, cor. Morrison,
 Portland, Or.

M. B. NO & CO.,
 211 North 2nd St., Portland, Or.

W. J. VAN SCHUENBURG & CO.,
 141 Second Street, cor. Morrison,
 Portland, Or.

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 Portland, Or.

W. J. VAN SCHUENBURG & CO.,
 141 Second Street, cor. Morrison,
 Portland, Or.

NATURAL SPRING WATER

SARACOGA
 THE CLAMATED OFFERER

THIS SPRING WATER IS CALLED THE
 "SARACOGA" because of the fact that it is
 the only one of its kind in the State.
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CHARLES MOORE & CO.,
 11 Front St., Portland, Or.
 Sole Agents for Oregon and W.T.

NORTH PACIFIC MILLS.

WALLA WALLA, W. T.
 The only MILLER W. T. north of San Francisco.

This mill produces delicious and nutritious breadstuffs.
 Flour, meal, and other products are made here.
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WILLIAMS & KELLOGG,
 11 Front St., Portland, Or.

EVERETT & FARRELL,
 11 Front St., Portland, Or.

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 11 Front St., Portland, Or.

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 11 Front St., Portland, Or.

REMEMBER.

Every business is conducted to make money. No merchant sells goods at a loss, unless he has paid too much for them, or hopes by selling some things at a loss to sell other goods at a large profit. A glance at any of the newspapers of the day will show how far these shameful methods are resorted to. "Sweeping Reductions," "Hollering Low Cost," "Goods at \$1 per yard, worth \$1.50." What else do such things mean but fraud? Such dealers simply thrive on the credulity of the public. But happily there are other business methods in vogue. There are merchants who sell low by selling much. People who have ready cash, and are thus free to trade where they will, find this cut and deal with such merchants more and more. In time a great trade springs up as strong and enduring as Gibraltar itself, because broadly founded on the deep-seated convictions of the public.

The larger such a business grows the more independent it is. It dictates prices to manufacturers. It gets the best goods—the very cream of the market. On the other hand, it has the power of protecting its customers by selling to every one at the same prices; by allowing credit to no one, and by putting the selling price in plain figures on every article.

We do not claim superior honesty, but to have an honest and business honorably conducted, and we add: A saving to every one who buys wisely.

J. SELLING & CO.

(SUCCESSORS TO F. SELLING)

CORNER FIRST AND YAMUEL STS.

PORTLAND, MAINE.

Removal Sale

ON MONDAY, APRIL 11

WE WILL OFFER OUR

Entire Stock

Importation Firm

Remnants will be sold at a


Cost

A. S. ALMON, JR.

Dayton, Ohio

Wholesale and Retail.

Write for Price List.



FISHING TACKLE LEASE

REOPENING.

NEW YORK COFFEE HOUSE

Will open up at before April 1st.

Green's New Hotel, corner First and Alder Streets.

W. H. GREEN & S. H. GREEN.

OREGON RESTAURANT.

Cor. First and Washington Sts.

PREPARED BY THE PROPRIETOR.

EVERYTHING FIRST-CLASS. FINEST WINES.

At the reception of the guests.

BROWN'S

BON TON CHECK RESTAURANT

AND COFFEE SALOON.

Saloon and Second Floor.

Everything first-class. Finest wines. Order by card. FINEST DINING ROOM. Open from 10 P. M. to 1 A. M. (Ladies only). OPEN ALL DAY.

THE ST. CHARLES RESTAURANT.

Front St., near corner Morrison.

Kept by S. A. Sullivan, formerly of OREGON RESTAURANT.

The best place in the city. Meals can be ordered by card or by the day.

REOPENED.

THE CLARENCE HOTEL IS AGAIN OPEN.

At the reception of the guests.

HERN & MCKINNEY.

ZAN BROTHERS.

Manufacturers of

WILLOW CASES AND

WILLOW CASES AND

Box 12 and 14, North Front St.

UNITED CARRIAGE & WAGON CO.

CAGE TRANSFER CO.

Incorporated with capital of \$100,000.

R. H. KRAFF, President. J. H. KRAFF, Secretary.

This is a company for the purpose of buying and selling carriages and wagons.

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OREGON TRANSFER CO.

GENERAL

FORWARDING AND CARRIAGE

Freight Forwarding and Delivery.

Phone and Furniture Moving.

Office, No. 11 Start, bet. First & Second.

Mark Case & Co., Prop.

DIPHTHERIA.

REMEMBER THIS—THAT IT IS POSITIVELY more than murder to allow any one to be fatal without trying McChesney's Diphtheria and Croup Cure. It is a positive cure for all cases of Diphtheria and Croup. It is a positive cure for all cases of Diphtheria and Croup. It is a positive cure for all cases of Diphtheria and Croup.

The Diphtheria remedy alone is a sure cure and should be used in all cases of Diphtheria and Croup. It is a positive cure for all cases of Diphtheria and Croup. It is a positive cure for all cases of Diphtheria and Croup.

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